



From the **PRESIDENT'S DESK**

As 2019 comes to a close, I'd like to thank you for doing business with us. We value your feedback and encourage you to share any thoughts you have for enhancing our partnership in 2020. As always, we're continuing to make investments in our employees, technology, and products to ensure your members are in good hands.

In this edition of WellInformed, you'll learn more about our WellConnect digital member engagement tool; read about our January 1, 2020 formulary updates; and see our recommendations regarding the Affordable Care Act Implementation Part 40. We've also included articles about our participation in the Leukemia and Lymphoma Society's Light the Night events, upcoming tradeshow and speaking events, healthcare observances, and new FDA-approved drugs.

In closing, from all of us at WellDyneRx, we wish you a happy holiday season.

Sincerely,

Zach Johnson
President, WellDyneRx



Every Little Thing Brings **BIG OUTCOMES.**



Patient Engagement

WellConnect Secure Text Messages Enhance Patient Engagement

When a patient receives a new diagnosis and treatment plan, they may feel overwhelmed and appreciate help understanding their disease and the medications they have been prescribed. This is especially true for patients prescribed specialty or chronic medications. That's why WellDyneRx offers WellConnect, a digital member engagement tool that helps plan members take ownership of their health with personalized communications from our pharmacy team.

When members opt-in to our secure, HIPAA-compliant WellConnect solution, they receive timely text messages that feature refill reminders, drug information, health alerts, and other updates related to their specific clinical situation. WellConnect helps members save money and make informed health decisions – providing customized refill reminders, cost-saving notifications, wellness communications and clinical education for managing various disease states.

- ▶ **Savings Opportunities** - When patients fill a prescription for a brand name medication, WellConnect notifies them if a preferred brand or generic medication is available at a lower cost.
- ▶ **Health Tips** - WellConnect delivers timely reminders about flu shots and other annual health screenings, such as mammograms.
- ▶ **Prior Authorization Status Updates** - When a prior authorization review is required for a specific medication, WellConnect participants receive status updates throughout the entire process.
- ▶ **Chronic Conditions** - Newly diagnosed patients will receive a series of text messages related to their disease state in small, easy-to-digest portions with links they can visit for more information. They also receive drug and safety information, including drug administration videos.

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Pharmacists and our Patient Care Advocates are readily available to connect directly with patients if they have additional questions.

In a recent patient satisfaction survey, over 90% of respondents agreed they were satisfied with WellConnect. When asked to describe what they liked best about the tool, the overwhelming response was that members found WellConnect easy to use.

To learn more about WellConnect, please contact your Account Executive





WellDyneRx News

Formulary Updates

On January 1, 2020, WellDyneRx will update the Open Access and Clinical Focus formularies with several changes, summarized in the tables linked below:

- ▶ [2020 Open Access Formulary Updates](#)
- ▶ [2020 Clinical Focus Formulary Updates](#)

Letters were mailed to affected members in October that outlined the changes and listed formulary alternatives. Click the links below to view copies of the member letters.

- ▶ [Member Letters - 2020 Open Access Formulary Updates](#)
- ▶ [Member Letters - 2020 Clinical Focus Formulary Updates](#)



Please contact your Account Executive if you have any questions.

Affordable Care Act FAQ 40 Regarding HHS Notice of Benefit and Payment Parameters for 2020

On August 26, 2019, the U.S. Departments of Health and Human Services, Labor and Treasury issued [FAQs about Affordable Care Act Implementation Part 40](#) that delays the implementation of a rule in the HHS 2020 Notice of Benefit and Payment Parameters. The rule required health plans (including self-insured plans) to credit any amount of financial assistance received from drug manufacturers to the out-of-pocket maximum. The delay is in effect until at least January 1, 2021.

In an earlier regulatory update, HHS finalized a rule to allow private insurance plans to exclude the value of certain manufacturer coupons from a patient's annual cost-sharing limit. However, the rule also clarified that accumulator programs were prohibited if a generic equivalent is not available or medically appropriate.



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WellDyneRx News

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WellDyneRx administers the **WellAssist Program** for certain clients, a program which is designed to identify, manage and reduce the cost of frequently-prescribed specialty medications that offer a direct-to-consumer coupon from the manufacturer. Copay card programs typically fall into one of two categories - copay maximizer or copay accumulator. Our WellAssist program is primarily a copay maximizer that leverages drug manufacturer financial assistance programs to benefit both clients and their members.

WellDyneRx Recommendation:

Although there has been a lot of confusion around the rule, the new ACA FAQ makes it clear that health plans do not need to adopt benefit design changes for 2020. Plans should anticipate a ruling in late 2020, however, that may require them to credit drug manufacturer payments toward a member's cost-sharing in 2021.



WellDyneRx Fights to Bring Light to the Darkness of Cancer

On September 26, 2019 and November 16, 2019, WellDyneRx sponsored The Leukemia & Lymphoma Society's Light the Night Walks in Denver, CO and Tampa, FL respectively. Light The Night is a series of fundraising events benefiting The Leukemia & Lymphoma Society's (LLS) goal of:

- ▶ Providing patient support services
- ▶ Advocating for lifesaving treatments
- ▶ Pioneering cancer research

These walks bring communities together to celebrate those who are fighting the disease, honor those we have lost, and raise funds to ensure access to treatments for all blood cancer patients. Many of our employees participated in these events. In addition to our corporate sponsorship, we were able to contribute over \$6,000 in funds donated by our employees. This is our second year sponsoring the Light the Night events.





Upcoming Q1 2020, Early Q2 2020

TRADE SHOWS, CONFERENCES & EVENTS

Representatives from WellDyneRx will be attending the following conferences, trade shows, and speaking engagements in the near future. If you are attending any of these events and would like to schedule an onsite meeting, [please contact us](#).

▶ **29th Annual Health Benefits Conference and Expo (HBCE®)**

January 20-22, 2020 - Clearwater Beach, FL
Exhibiting

▶ **Health Care Administrators Association (HCAA) Executive Forum 2020**

February 24-26, 2020 - Las Vegas, NV
Sponsor

▶ **43rd National Labor & Management Annual Conference**

February 13-18, 2020 - Hollywood, Florida
Exhibiting

▶ **2020 Pharmacy Benefit Management (PBM) Institute National Conference**

March 2-4, 2020 - Orlando, FL
Exhibiting/Sponsoring/Speaking

▶ **North America's Building Trades Union (NABTU) Legislative Conference**

March 29-April 1, 2020 - *Exhibiting*

Thought Leadership

Our clinical team is frequently asked to speak at industry events. Recently, they participated in the following speaking engagements:

Webinar : Celebrate Innovations in RX December 5, 2019

Our Chief Pharmacy Officer, Nick Page, joined several key industry experts to discuss the "Top 3 Questions Employers Should be Asking Their PBMs." This timely webinar discussed how companies can substantially lower Rx costs.

ASHP Midyear Clinical Meeting Speaker/Presenter

Dec 8, 2019 - Las Vegas

Patty Taddei-Allen, our Sr Director, Clinical Analytics, presented at the largest gathering of pharmacists in the world. Her presentation called "Strategies to Optimize Clinical and Financial Outcomes" reviewed traditional formulary management tools as well as more innovative tools, such as digital health and wellness solutions.

WellDyneRx is tentatively scheduled to attend all of the events listed above.



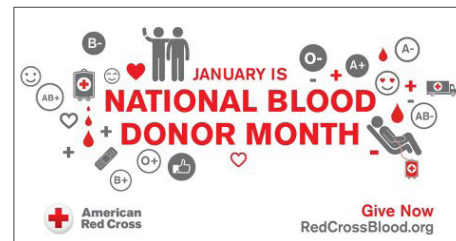
Healthcare Observances

Throughout the year, many non-profit organizations hold awareness events to draw attention to various health conditions that may affect your members. We encourage you to share information about these observance events with your plan participants so they can take proactive measures to educate themselves and their family members about health conditions that may affect their quality of life.

UPCOMING OBSERVANCES - Early 2020

► **January is National Blood Donor Month.**

This observance marks the most difficult time of year to collect enough blood products to meet patients' needs. During the winter months, inclement weather often results in cancelled blood drives, and seasonal illnesses like the flu may cause some donors to become temporarily unable to donate. Blood donation appointments can be made by downloading the American Red Cross Blood Donor App, **visiting redcrossblood.org**, or **calling 1-800-RED CROSS (1-800-733-2767) to make an appointment or to receive more information.**



► **February is American Heart Month.**

Heart disease is the leading cause of death in the United States. Fortunately, it can often be prevented when people make healthy choices and manage their health conditions. Communities, health professionals, and families can work together to create opportunities for people to make healthier choices. https://www.cdc.gov/heartdisease/american_heart_month.htm



► **March is Colorectal Cancer Awareness Month.**

Colorectal cancer is the third most common cancer in the United States and the second leading cause of death from cancers that affect both men and women. Colorectal cancer affects people in all racial and ethnic groups and is most common in people age 50 and older. The good news? If everyone age 50 and older got regular screenings, 6 out of 10 deaths from colorectal cancer could be prevented. Communities, health professionals, and families can work together to encourage people to get screened. Use this month to help spread the word: <https://healthfinder.gov/NHO/MarchToolkit.aspx>





FDA Approval List

Formulary management is one way to bring down drug costs, and deciding which medications to include on a formulary is part of this process. New drug releases are generally associated with higher costs, and being aware of new medications coming to market assists with cost containment. Market impact (adoption and use of a new medication) can cause drug costs to increase, but WellDyneRx helps you take proactive measures to manage your plan's drug spend. **The Q4 2019 FDA Approval list is shown below.**

Brand Name (manufacturer)	Generic Name(s)	Therapeutic Use	Brief Description	Potential Impact
Aklief® (Galderma)	trifarotene	Acne	A retinoid indicated for the topical treatment of acne vulgaris in patients 9 years of age and older. Aklief comes as a 0.005% cream used topically once daily. This is the first new retinoid product to receive FDA approval for the treatment of acne in more than 20 years. One pump actuation should be enough to cover the face (i.e., forehead, cheeks, nose, and chin). Two actuations of the pump should be enough to cover the upper trunk (i.e., reachable upper back, shoulders and chest). The use of a moisturizer is recommended as frequently as needed from the initiation of treatment.	Low
Beovu® (Novartis)	brolucizumab	Wet-age related macular degeneration (AMD)	A human vascular endothelial growth factor (VEGF) inhibitor indicated for the treatment of neovascular (Wet) AMD. It is administered by intravitreal injection. The recommended dose for Beovu is 6 mg (0.05 mL of 120 mg/mL solution) monthly (approximately every 25-31 days) for the first three doses, followed by one dose of 6 mg (0.05 mL) every 8-12 weeks.	Low
Gvoke™ (Xeris Pharmaceuticals)	glucagon	Severe hypoglycemia	An antihypoglycemic agent indicated for the treatment of severe hypoglycemia in pediatric and adult patients with diabetes ages 2 years and above. Gvoke auto-injector and pre-filled syringe are for subcutaneous injection only. The recommended dose for adults and pediatric patients aged 12 years and older is 1 mg and for pediatric patients aged 2 to under 12 years of age is weight dependent.	Moderate

Brand Name (manufacturer)	Generic Name(s)	Therapeutic Use	Brief Description	Potential Impact
Ibsrela® (Ardelyx)	tenapanor	IBS-C	It is a systemic small molecule that works through inhibiting the sodium/hydrogen exchanger (NHE3) transporter and reduces sodium absorption in the gastrointestinal tract, thus increasing intestinal fluid. Ibsrela is the first medication for IBS-C that works by reducing sodium uptake from the gut. The recommended dosage of Ibsrela in adults is 50 mg orally twice daily.	Low
Inrebic® (Impact Biomedicines/Celgene)	fedratinib	Myelofibrosis	A highly selective kinase inhibitor indicated to treat patients with intermediate-2 or high-risk primary or secondary (post-polycythemia vera or post-essential thrombocythemia) myelofibrosis, a serious bone marrow disorder that disrupts the body's normal production of blood cells. Currently, ruxolitinib is the only FDA approved therapy to treat myelofibrosis. The recommended dosage of Inrebic is 400 mg taken orally once daily for patients with a baseline platelet count of greater than or equal to 50 x 10 ⁹ /L.	Low
Nourianz™ (Kyowa Hakko Kirin)	istradefylline	Parkinson's disease	A selective adenosine A2a receptor antagonist approved as an adjunctive treatment to levodopa/carbidopa in adult patients with Parkinson's disease experiencing "off" episodes. The recommended dosage of Nourianz is 20 mg administered orally once daily. The dosage may be increased to a maximum of 40 mg once daily, based on individual need and tolerability.	Moderate
Pretomanid (Mylan)	pretomanid	Infectious Disease	An antimycobacterial indicated as part of a combination regimen with bedaquiline and linezolid for the treatment of adults with pulmonary extensively drug resistant (XDR) or treatment-intolerant or nonresponsive multidrug-resistant (MDR) tuberculosis (TB). Pretomanid is given 200 mg orally once daily for 26 weeks (in conjunction with bedaquiline and linezolid).	Low

Brand Name (manufacturer)	Generic Name(s)	Therapeutic Use	Brief Description	Potential Impact
Reblozyl® (Celgene/Acceleron)	luspatercept-aamt	Anemia in Beta Thalassemia	An Erythroid maturation agent indicated for anemia in adults with beta thalassemia who require regular red blood cell (RBC) transfusions. Reblozyl is dosed 1 mg/kg once every 3 weeks and is administered subcutaneously. If the patient does not achieve a reduction in RBC transfusion burden after at least 2 consecutive doses (6 weeks) at the 1 mg/kg starting dose, increase the Reblozyl dose to 1.25 mg/kg.	Low
Rinvoq™ (AbbVie)	upadacitinib	Rheumatoid Arthritis	A Janus kinase (JAK) inhibitor indicated for the treatment of adults with moderately to severely active rheumatoid arthritis who have had an inadequate response or intolerance to methotrexate. The recommended oral dose of Rinvoq is 15 mg once daily with or without food.	Moderate
Rozlytrek™ (Genentech)	entrectinib	Cancer	A kinase inhibitor indicated for the treatment of adult patients with metastatic non-small cell lung cancer (NSCLC) whose tumors are ROS1-positive and adult and pediatric patients 12 years of age and older with solid tumors that have a neurotrophic tyrosine receptor kinase (NTRK) gene fusion without a known acquired resistance mutation, are metastatic or where surgical resection is likely to result in severe morbidity, and have progressed following treatment or have no satisfactory alternative therapy. Recommended dosage for ROS1-Positive NSCLC is 600 mg orally once daily. For NTRK Gene Fusion-Positive Solid Tumors in adults, the dose is 600 mg orally once daily and in pediatric patients 12 years and older, the dosage is based on body surface area (BSA).	Low
Rybelsus® (Novo Nordisk/ Empisphere)	semaglutide	Diabetes Mellitus	The first and only GLP-1 agonist in oral form indicated as an adjunct to diet and exercise to improve glycemic control in adults with type 2 diabetes mellitus. Rybelsus must be taken at least 30 minutes before the first food, beverage or other oral medication with no more than 4 ounces of plain water only. Rybelsus must be titrated to 7 mg or 14 mg depending on glycemic control.	High

Brand Name (manufacturer)	Generic Name(s)	Therapeutic Use	Brief Description	Potential Impact
Scenesse® (Clinuvel)	afamelanotide	Erythropoietic protoporphyria (EPP)	The first proposed therapy for adult patients with the rare metabolic disorder erythropoietic protoporphyria (EPP) in the United States. EPP causes severe anaphylactoid reactions to light (phototoxicity). This can lead to physical burns and ulcers and leave patients in a state of crisis following light exposure. One implant is placed every 2 months during the spring and summer months. Three implants per year are recommended, depending on the length of effect required. However, this number should not exceed more than 4 per year. The implant is given as injection under the skin using a catheter tube and needle subcutaneously.	Low
Turalio™ (Daiichi Sankyo)	pexidartinib	Cancer	For the treatment of adult patients with symptomatic tenosynovial giant cell tumor (TGCT) associated with severe morbidity or functional limitations and not amenable to improvement with surgery. Because of the risk of serious liver problems, Turalio is available only through a REMS program. The recommended dosage of Turalio is 400 mg taken twice daily on an empty stomach until disease progression or unacceptable toxicity.	Low
Vumerity™ (Biogen)	diroximel fumarate	Multiple Sclerosis	For the treatment of relapsing forms of multiple sclerosis (MS), to include clinically isolated syndrome, relapsing-remitting disease, and active secondary progressive disease, in adults. The recommended dosage is 231 mg orally twice daily for 7 days, then increase to the target dose of 462 mg orally twice daily.	Low
Wakix® (Harmony Biosciences)	pitolisant	Excessive daytime sleepiness with narcolepsy	A histamine-3 (H3) receptor antagonist/inverse agonist indicated for the treatment of excessive daytime sleepiness (EDS) in adult patients with narcolepsy. The recommended dosage range is 17.8 mg to 35.6 mg daily in the morning upon waking, with titration.	Low
Xenleta™ (Nabriva)	lefamulin	Community-acquired bacterial pneumonia	A pleuromutilin antibacterial indicated for the treatment of adults with community-acquired bacterial pneumonia (CABP) caused by susceptible microorganisms. The recommended dosage is 150 mg every 12 hours by intravenous infusion over 60 minutes for 5 to 7 days or 600 mg orally every 12 hours for 5 days.	Moderate



Did You Know?

Rx Market Dynamics

- ▶ Generics are now **88% of all prescriptions dispensed**
- ▶ Specialty is 2% of the prescriptions but **47% of \$450B total spend**
- ▶ \$300B in annual health costs **due to lack of adherence** to medications



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By connecting with WellDyneRx, you can expect useful information, rich company content and industry facts that are beneficial to you, your partners and your members.

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Your input is valuable. Please let us know what you think about this issue of WellInformed and let us know if there are any topics/issues you'd like us to address in future editions.

Thank you for reading the Q4 2019 edition of WellInformed!

Please contact your Account Executive if you have any questions.